



The ReStart Initiative, L³C Overview:

The ReStart Initiative, L³C (ReStart) is a mission-driven social enterprise that applies market-based strategies to achieve socio-economic sustainability. ReStart accomplishes this by introducing innovative programs that economically fortify communities. Our programs are designed to interconnect residents, small businesses, non-profits, associations, corporations, and government agencies; thereby producing a stronger economic infrastructure.

This Initiative is designed to assist individuals to achieve financial dignity and self-actualization. Our firms' belief coincides with Psychologist Abraham Maslow who wrote "that when an individual has the opportunity to experience a secure monetary base, the individual is free to experience higher levels of creativity, giving them the power to become innovative and self-empowered in their own right." While being a pioneering firm our financial, social, and corporate goals are based upon individuals experiencing independent self-actualization.

Definition of Corporate Goals:

ReStart utilizes three measurable components to define the accomplishment of our goals; social benefit, community economic enrichment, and the monetized viability of ReStart. Success of this triple bottom-line is achieved through developing partners that help provide benefits to community members.

As the external landscape of the global community shift, ReStart's structure may adapt to address the needs of local communities and individuals effectively. Life is organic, communities' change; the tools necessary to achieve self-actualization may vary. By utilizing all five levels of Maslow's theory (physiological needs, safety/security needs, social/affiliation needs, esteem needs, and self-actualization needs) as the standards for our goals, we at ReStart will stay true to our vision.

Financial Goals:

Community member's financial self-actualization is ascertained through free enterprise. ReStart develops micro-enterprises to reinforce a community's financial infrastructure while simultaneously producing trickle-up economic strategies.

Strategies that increase:

- Savings
- Investments
- Consumerism
- Home Ownership

ReStart furnishes the resources necessary to develop independent micro-enterprises that ultimately mature into entities that receive projected annual income of \$40,000.00. ReStart helps to curb the cycle of financial poverty.



ReStart's Approach to Diffusion and Innovator/Early Adopter Benefits:

When assessing the role of innovators and early adopters, ReStart makes clear the fact (as proposed in the data beforehand) that the role of an innovator in society can originate from within any person. One would usually assume that only those who are high wage earners represent Innovators and Early Adopters in the theory of diffusion. However, in reality, innovators and early adopters emerge from all backgrounds and socioeconomic statuses in a community.

ReStart stresses the concrete idea that the traits of these individuals are strictly innate inclinations and personality traits that exist in all human beings. Therefore, going along with that acute knowledge, ReStart is looking at an entire community finding and defining those individuals that fit the criteria of an innovator and early adopter. Before exploring the benefits of innovator/early adopters from different divisions of society, ReStart wants to make sure that though the benefits are different for each group, the benefits received are uniquely catered to that segment's target issues. Once those issues are resolved it will assist an individual in that segment to reach self-actualization. ReStart has identified four high priority segments of community:

1. Low Wage Earners
2. College Students
3. Working People
4. Baby Boomers/Retirees

Below we have identified predicaments that each segment faces and the benefits that will become realized from collaborating with ReStart; thus alleviating issues and paving the way towards self-actualization.

I. Low Wage Earners

These individuals generate just enough income intermittently to take care of a portion of needs and are at odds with many progressive movements (such as technology) as a result of not being able to afford it.

Once Restart establishes a relationship with an individual from this segment, that person will begin at tier one of Maslow's theory. This will create a change of paradigm of the individual's success, while strengthening their mindset on opportunity. The success of this process will produce a freedom of time that the individual can use to spend with their family and in other activities. These benefits will lead the individual into a state of mind in which the next tier of self-actualization can be achieved.

II. College Students

The college students' (apart from having to be on their own for the first time) largest issue that they face is the accumulation of private and federal student loans that haunt them years after they receive a degree. ReStart wants these young scholars to have the opportunity to go into the real, working, world without having to worry about having to pay back hefty loans. This creates a shift of their mindset in which they no longer have to worry about a mountain of ongoing debt as part of their futures. They can then focus on the opportunities presented before them and create optimal success.



III. Working Population

The working class encompasses the largest portion of the American population. This group faces the hurdle of maintaining and running a household, which includes agendas such as; taking care of utilities, caring for children, maintaining employment, and building healthy personal relationships. The coordination of work and personal life is a daunting task. ReStart strategies offer relief for hard working people and provides revenues from a point of origin that may have not yet been experienced; enabling more freedom of time to develop and build healthy relationships and a better quality of life.

IV. Baby Boomers and Retirees

The Baby Boomer generation is quickly coming to a stage in life where they are ready to retire. Yet, as a result of the stock market, real estate investments, elimination and reduction of pension plans (coupled with inflation), their silver lining is no longer around the clouds that they dedicated their lives to build. ReStart can redefine retirement expectations which will resolve many issues that are negatively affecting the baby boomers experience of retirement.